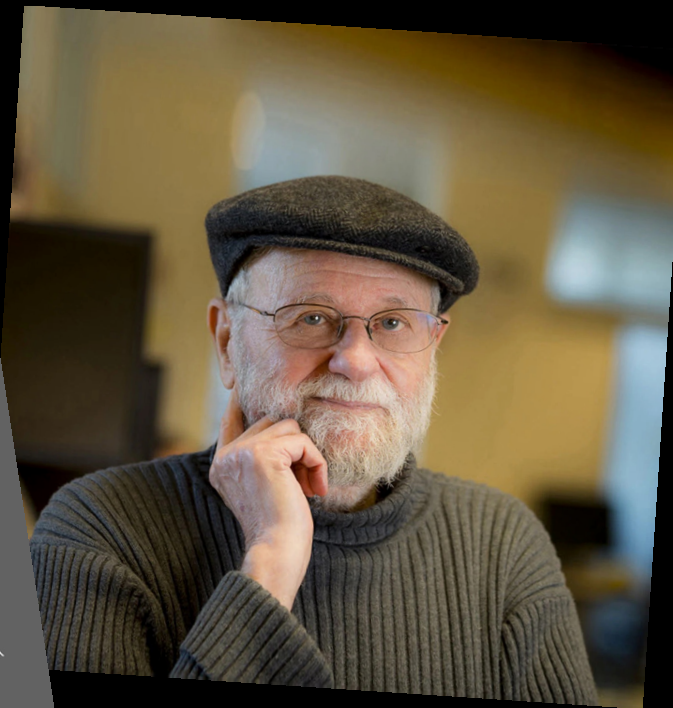


User experience e colonialismo digital

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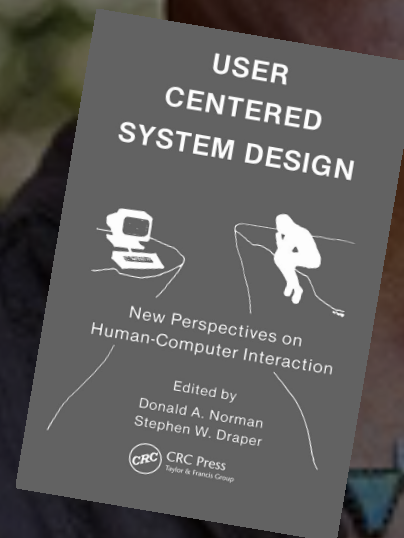
*O conceito de **user experience** surgiu nos Estados Unidos da América nos anos 1980.*



Na sua origem, o termo "experiência do usuário" era um ideal que foi perdido devido ao patriarcado:

[...] in seeking design principles for good interfaces, we must, it seems to me, concern ourselves with the best case, and ask, not what the users are willing to endure, but what the ideal user experience might be, and what sort of interface might provide it (Laurel, 1986, p. 72)

É um erro comum atribuir o crédito deste termo a Donald Norman. Norman utilizou pela primeira vez esse termo em uma nota na CHI em 1995.



*Este conceito é fundamental
para o **colonialismo digital** deste
país para com o Brasil.*





As big techs desempenham papel similar ao das companhias de colonização europeias.

*Através do UX design, as
big techs reduzem cidadãos
com direitos a meros usuários
de serviços públicos e privados
com necessidades e desejos.*

*Rodrigo Gonzatto e eu
chamamos essa opressão
sistêmica de **usuarismo**.*

User oppression in human-computer interaction: a dialectical-existential perspective

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Abstract

Purpose – This research theorizes the condition of human beings reduced to being users (and only users) in human-computer interaction (HCI), a condition that favors them becoming objects or targets of commercial dark patterns, racialized profiling algorithms, generalized surveillance, gendered interfaces and heteronormation.

Design/methodology/approach – The reconceptualization of the users' condition is done by confronting HCI theories on users with a dialectical-existential perspective over human ontology. The research is presented as a conceptual paper that includes analyzing and revising those theories to develop a conceptual framework for the user oppression in HCI.

Findings – Most HCI theories contribute to the user oppression with explicit or implicit ontological statements that denies their becoming more or the possibility of users developing their handiness to the full human potential. Put together, these statements constitute an ideology called userism.

Social implications – HCI needs to acknowledge its role in structuring oppression not just in sexism, racism, classism and ableism, but also the specific relation that pertains to HCI: userism. Similar to other fields, acknowledging oppression is the first step toward liberating from oppression.

Originality/value – The user is an existential condition for HCI theories, yet few theories can explain in depth how this condition affects human development. From the dialectical-existential perspective, the user condition can be dehumanizing. Computers may intensify existing oppressions through esthetic interactions but these interactions can be subverted for liberation.

Keywords Users, Human-computer interaction, Oppression, Ontological design, Social justice informatics, Userism
Paper type Research paper

1. Introduction

Users [1] are an existential condition for human-computer interaction (HCI), working as a common ground between designers [2] concerning the people who engage with the products they develop (Hysalo and Johnson, 2015). HCI uses this concept to define a dedicated object or a matter of concern within the larger informatics area (Cooper and Bowers, 1995), playing the role of a user science, user research, or interdisciplinary user studies. Several theories, approaches, methods and techniques lie around the so-called users (Cooper and Bowers, 1995; Grint and Woolgar, 1997; Gonzatto, 2018). HCI strives to represent users (Suchman, 2002, 2007), and by doing so faithfully and accurately, seeks to legitimize itself as an academic field. HCI claims to develop knowledge on the so-called users' internal configuration (Nicolaci-da-

This research stems from the groundwork done by the first author in his doctoral thesis on users and the production of existence. The second author built upon that work and brought userism as a discussion theme in the Design & Oppression network meetings. The authors are grateful to all the people who joined these meetings and to Mateus F. Lima Pelanda, Luiz Ernesto Merkle and Eduardo A.B.M. Souza for the insightful comments on earlier versions of this text.



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A gente ainda não tem um livro sobre isso, mas temos um artigo científico.

*O que podemos fazer para
combater o usarismo e o
colonialismo digital no Brasil?*

User experience (UX)

~~*Experiência do usuário (UX)*~~

Experiência do usuário (ExU)



Com Horário Soares, criador do Cinto de Utilidades de Produto e da camiseta EXU em 2018.

LUIZ AGNER

Ergodesign e arquitetura de informação

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5ª EDIÇÃO REVISTA E AMPLIADA



Os principais livros de introdução à área já incorporaram a crítica anti-colonial.



Falta conectar os profissionais desta área com os movimentos sociais que já atuam na luta anti-colonial.



Para projetar participativamente com movimentos sociais a partir da UTFPR, nós temos o LADO.

*Pensando em fazer um estágio
de UX em uma startup?*

*Pois pense também em fazer um
estágio de ExU no LADO.*



O LADO promove conversas com profissionais que pagam boleto trabalhando para movimentos sociais.



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Trazendo as discussões sobre Experiência (UX) e Interface (UI) para as práticas de projeto de artefatos digitais, **a partir de um olhar para a cultura, a diversidade e a diferença**



O LADO tem um projeto específico para compartilhar aprendizagens sobre design de ExU: o IXDive.

*É possível **viver bem** sem
aderir à colonização digital.*

Lute com seus paresas!

Obrigado!

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